

**KETAHANAN SOSIAL-EKONOMI DAN STRATEGI BERTAHAN
HIDUP PELAKU USAHA MIKRO DI KAWASAN OBJEK WISATA
TAMAN NASIONAL KELIMUTU PADA MASA PANDEMI COVID-19**

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ABSTRAK

Penelitian ini dilaksanakan di kawasan objek wisata Taman Nasional Kelimutu dengan tujuan: 1) mengetahui ketahanan sosial pelaku usaha mikro di kawasan objek wisata Taman Nasional Kelimutu pada masa pandemi COVID-19., 2) mengetahui ketahanan ekonomi pelaku usaha mikro di kawasan objek wisata Taman Nasional Kelimutu pada masa pandemi COVID-19, 3) mengetahui strategi pelaku usaha mikro di sekitar objek wisata Taman Nasional Kelimutu dalam mengantisipasi dampak pandemi COVID-19. Pengumpulan data menggunakan metode wawancara. Data yang diperoleh dianalisis secara eksploratif kualitatif. Hasil penelitian menunjukkan 1) Ketahanan sosial pelaku usaha mikro di kawasan objek wisata Taman Nasional Kelimutu pada masa pandemi COVID-19 dapat dikatakan relatif sedang 2) Ketahanan ekonomi rumah tangga pelaku usaha mikro di kawasan objek wisata Taman Nasional Kelimutu pada masa pandemi COVID-19 dapat dikategorikan rendah dan 3) Strategi dominan yang dilakukan pelaku usaha mikro di kawasan objek wisata Taman Nasional Kelimutu pada masa pandemi COVID-19 yaitu bekerja sebagai petani, menggunakan hasil kebun untuk kebutuhan setiap hari, menjual ke pasar dan mempromosikan ke media sosial.

Kata Kunci : Ketahanan Sosial, Ketahanan Ekonomi, Strategi Bertahan Hidup.

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ABSTRACT

This research was carried out in the Kelimutu National Park tourist attraction area with the objectives of: 1) knowing the social resilience of micro-enterprises in the Kelimutu National Park tourist attraction area during the COVID-19 pandemic, 2) knowing the economic resilience of micro-enterprises in the National Park tourist attraction area. Kelimutu during the COVID-19 pandemic, 3) knowing the strategies of micro-enterprises around the Kelimutu National Park tourist attraction in anticipating the impact of the COVID-19 pandemic. Collecting data using the interview method. The data obtained were analyzed qualitatively exploratory. The results of the study show 1) The social resilience of micro business actors in the Kelimutu National Park tourist attraction area during the COVID-19 pandemic can be said to be relatively moderate 2) The household economic resilience of micro business actors in the Kelimutu National Park tourist attraction area during the COVID-19 pandemic can be categorized as low and 3) The dominant strategy carried out by micro-entrepreneurs in the Kelimutu National Park tourist area during the COVID-19 pandemic was working as a farmer, using garden produce for daily needs, selling to the market and promoting to social media.

Keywords: Social Resilience, Economic Resilience, Survival Strategy.